



## WORLD'S LARGEST GOLF CAR SUPERMARKET

### **BUY YOUR GOLF CAR NEEDS FROM AMERICA'S LARGEST DISTRIBUTOR**

- LEADING MAKES OF GOLF CARS AT DISCOUNT PRICES.
- BATTERIES FROM \$16.95. ELECTROMATIC 195 or 225 AMP HOUR BATTERIES AT DEALER COST.
- COMPLETELY AUTOMATIC BATTERY CHARGERS FROM \$69.50. Good used 36 Volt Chargers at \$25.00.
- 30% OFF ON ALL SIZE GOLF CAR TIRES.
- 125 USED CARS PRICED FROM \$200.00.
- **200 COMPLETELY RECONDITIONED CARS AT \$450.00.** NEW BATTERIES, NEW CABLES, NEW OR LIKE NEW BODIES, NEW CHARGER PLUGS, NEW UPHOLSTERY, REFINISHED, MECHANICALLY PERFECT, CHARGER INCLUDED. **NEW CAR WARRANTY.**

Easy terms on all golf cars. 10% down. In-season payments only. Delivery on our transports.

**HAVE YOUR CARS REBUILT THIS WINTER BY EXPERTS. GET OUR PRICES.** Write, wire or call collect: INDIANAPOLIS — 632-3659

NOTE: Branch at 108 Wyoming St., Lockland (Cincinnati), Ohio; 821-4033

## **H. COSTER ELECTRIC CAR SALES & SERVICE**

P. O. BOX 40083, INDIANAPOLIS 40, INDIANA • TELEPHONE: 632-3659

Warehouse — Indiana State Fairgrounds

Keep golf cars rolling  
PROFITABLY with

# AutoMAC



## fully automatic battery charger

Get maximum service and financial returns from your cars. Prolongs battery life. Helps maintain original capacity due to transistorized charging control and non-aging silicon rectifier.

Proved in exclusive use by practically every car manufacturer. For complete information, contact your car manufacturer, or Motor Appliance Corp., today!

AutoMAC Now  
U. L. and CSA  
Approved



**Motor Appliance Corporation**

5741 WEST PARK AVE. • ST. LOUIS 10, MISSOURI

## Reverse Order of Holing Out to Speed Up Play

By JOHN CAIN  
Manager, Newport (N.H.) GC

Over the years great progress and improvement have been made in almost every phase of golf including course design, maintenance, equipment and instruction. The only exception is in the area of slow play, the source of the most frequent and vehement complaints about the game.

Nothing takes the pleasure out of a golf game as much as a long wait between shots. Although the slow and inconsiderate golfer is in the minority, he is a major irritant for it takes only one "creeper" to stagnate the field behind him.

Laws have been passed to fine and pull slow auto drivers out of traffic. New rules have speeded up football and basketball. It's time that the same was done for golf. Rules and penalties should be devised to speed up the noticeably slow golfer and give him a forced education in good manners and consideration of others.

### Greens Are Bottleneck

Besides penalties, there are other means of altering the game to speed up play.

The area around the greens is responsible for most of golf's slackened pace. The main reason for this is that the average golfer is aping the practices of the professional players he sees on TV. It is surprising how the golfer has assimilated the mannerisms, methods and even the temperament of his favorite circuit pro, right down to the "body English" and foot scuffing that is intended to help push the putt into the hole. The viewer does not grasp the importance of each stroke to the "money" players and thinks he is seeing golf as it should be normally played.

To save time in the greens area "within 60 feet of the pin", I suggest we reverse the play. The player nearest the hole should hole out first and so on until all have finished. This will save marking balls and replacing them, jumping over lines of putts, and ganging up around the cups. It also would save wear and tear on the green, especially in the cup area.

Also, each player should do his own putting. Why should a caddie be allowed to show a player how to putt, or how to play any shot for that matter? Golf is intended to be an individual game, so let's keep it that way.

# The sweet sound of success



**STROKE...**



**AFTER STROKE...**




**AFTER STROKE!**

**Precision Engineered for Consistent Performance!** PGA laboratory technicians have engineered such precise uniformity into the new 1964 PGA Ryder Cup Ball that it is guaranteed to give unfailing... unvarying performance. You'll say it's the sweetest sounding ball you've ever played. And that same sweet sound will echo in your cash register to ring up consistent profits for you!

Sell the ball that is designed to travel—the PGA Ryder Cup, the *only* ball tested and approved by your own Professional Golfers' Association Emblem Specifications Committee.

Available in three compressions... 80, 90, and 100. Sold only through Golf Professionals.



**PGA GOLF EQUIPMENT CO.**  Subsidiary of Victor Comptometer Corporation.

# HANDICAPS FOR HACKERS

**NOW** A national handicapping service for individual golfers who are not members of organized clubs.



**Cash bonuses paid  
to Pro Shops!**

Approved — Accepted! Simple — Reliable!

*Handicaps by I.B.M. "Magic-Memory"  
Computers*



**United States Golf Handicaps, Inc.**



P. O. Box 72  
Pebble Beach  
California

## Swiller Creates Department for Clubhouse Design

Design of economical clubhouses and related facilities that provide maximum use and comfort at minimum cost is the goal of the recently formed golf division of George W. Swiller, Associate Architects, 478 Tremont ave., New York 57, N.Y. The firm has long been noted for design of institutional and residential facilities on the east coast.

Donald Swiller, RA, heads the golf division. He and his staff handle clubhouse design, including pro shops, swimming pools, tennis courts, etc. In cooperation with course architects, Swiller provides complete course layouts for sites throughout the U.S. Also, a continuing program of research in new materials and techniques is carried on in cooperation with major golfing organizations, according to the firm.

Recently, Swiller completed clubhouse areas at Orange County Club, Orange, Conn., Bel-Aire CC, Armonk, N.Y. and Somers (N.Y.) CC. The Orange County and Somers CC designs included separate

teenage facilities with pools, lounges, tennis courts and soda bars. The Bel-Aire CC project includes a deluxe hotel wing.

## Golf Book

**Golf Addict Strikes Again!** By George Houghton. Published by Country Life Ltd., 2-10 Tavistock st. London, W.C.2. \$3.

Houghton's "Golf Addict" series of books are very popular in Britain and are selling in increasing numbers here. American golfers are discovering that we have many amused views of the game in common with our cousins east of the pond. There's nobody else anywhere who draws golfers as in the humorous way Houghton does. His writing is not as hilarious as his drawings but it holds your interest. "Golf Addict Strikes Again!" will keep you reading. It tells about Matthew Pennyquick, who after marrying Freda "a hearty, tweedy gal from yeoman parents," improved his golf until he went nutty. Eventually Matt met the ghost of Old Tom Morris who improved Pennyquick's game by getting Matt to relax.

# Buying or leasing your own golf cart?



## Be sure it has a **TRANS-AXLE** by Dura

For finest, trouble-free performance and minimum maintenance, choose a golf cart with a "Fluid Torque Converter Trans-Axle" by Dura. This new, advanced-design Trans-Axle transmits power *directly* to the rear wheels—minimizes wheel slippage and consequent damage to turf. Chains and belts are eliminated . . . reducing power train maintenance and repairs. For information on golf carts (electric and gas) equipped with Trans-Axle.

*... write ... wire ... phone ...*

**PARIS PRODUCTS DIVISION**



**DURA CORPORATION**

**PARIS, KENTUCKY**

64-T-2

# SOLVE all your TURF PROBLEMS!

—with products of proven effectiveness  
in modern turf management.

WE SHIP DIRECT

a specialized line of

- LIQUID FERTILIZERS
- FUNGICIDES
- HERBICIDES
- INSECTICIDES
- WETTING AGENTS

PROVEN SATISFACTION since 1939

write for FREE 1964 catalogue!

**American Liquid Fertilizer Co., Inc., and Rokeby Chemical Co.**  
**Marietta, Ohio • P. O. Box 267 • Phone: FR 3-1394**

## Owners Not Liable

*(Continued from page 69)*

for the golf balls. These boxes, about 11 inches high and 8 inches wide, also served as dividers between the stalls. One of the boys, Eddie, took the stall south of the stall occupied by the other boy, Wayne, and proceeded to drive several balls.

Meanwhile, Wayne managed to spill his basket of balls while pouring them into the feeder box and began picking them up. Although the testimony was not entirely clear as to how the accident happened, Wayne was hit in the face by Eddie's club. As a result Wayne lost several teeth and sustained other injuries. His father brought an action against the owners of the driving range to recover damages for the injuries plus medical expenses.

He charged the owners of the range with negligence because they had failed to provide: (a) proper supervision; (b) proper shields, guards or barriers between the areas used by patrons; (c) an area for the boy which was safe from clubs swung by other minors; (d) to give proper warning of the danger of being hit by golf clubs. It was further charged that

the defendants were negligent in putting a dangerous instrument in the hands of a minor.

### Directed Verdict

After the plaintiff's evidence had been presented, the trial court granted a motion for a directed verdict in favor of the owners of the driving range. The plaintiff thereupon appealed to the Supreme Court of Iowa.

The Supreme Court affirmed the ruling of the trial court. After a recital of the duty owed to a business invitee and a review of cases dealing with injuries caused by third parties, the Supreme Court concluded: "The facts establish beyond question that if Wayne had remained in his driving stall, Eddie's club could not have touched him unless Eddie moved off the rubber mat onto the cement in the north part of the stall. If Eddie had remained on the mat, Wayne could have been injured only as a result of his moving over in front of Eddie's stall. Wayne was injured as a result of a sudden isolated act which could not have been anticipated. To hold otherwise would impose liability on hindsight rather than faulty or defective foresight." (*Foust v. Kinley*, 117 N.W. 2d 843.)

## Grau's Answer

(Continued from page 44)

viding almost immediate stimulation to soil microorganisms. Any material that promotes activity among soil organisms tends to trigger the release of nutrients. This can be one answer to the better color of the limed turf.

Grass uses Ca and Mg as nutrients, essential for building sturdy cells and chlorophyll. Not so well known is the fact that many sources of limestone carry significant amounts of trace elements. Some limestones will, with adequate rates of application, correct soil deficiencies in trace elements. This could be a factor in your case but only tests would prove the point.

Reduction in diseases can be the expression of creating more favorable conditions for healthy grass growth and for reduction of disease organisms by developing beneficial soil microorganisms.

We must not forget that lime aids in soil aggregation which permits improved aeration and moisture infiltration. Quite frankly, we do not know nearly as much about what goes on in the soil as we would like. Meanwhile let's keep liming when needed.

### Solid Advice

**Q.** The first of March I am going to manage a country club. Part of my job is to look after the course about which I know nothing. **WHAT DO I DO?** (Iowa)

**A.** The best advice anyone could give you is this: "Hire the best course supt. you can find, give him a realistic salary and budget, plus the

tools to work with, tell him to give you a good course, and then let him do the job."

In this way you will be relieved of all headaches in management of the course and you will have more time to devote to the club and members.

If you and the members attempt to run the course, with none of you proficient in green-keeping, the odds are overwhelming that enough costly mistakes will be made in a short time to pay for a competent supt. many times over. This has been proved a thousand times.

### Bill Introduced

Senator Eugene McCarthy (Minn.) and Rep. James Utt (Calif.), at the urging of the National Club Association, have introduced a bill to exempt from the 20 per cent club dues tax those payments of dues or initiation fees made by club members to a qualified retirement plan for club employees.

Under another bill that has been introduced in the Senate, an employee will be required to withhold both social security and income taxes on tips received by employees. This will apply to tips received directly or signed for by the person giving the tip. No withholding will be required in connection with non-cash tips and exemptions will be provided for inconsequential tips.

**Coming Up! GOLFDOM'S  
Big March Buying Issue**



over turf or  
over the road . . .  
utility hauling  
anywhere . . .

**doo-all**  
CAN DO IT ALL

**MASSIVE yet mobile . . . versatile Champion DOO-ALL trailers, roll dump and flat bed, are designed for the professional grounds maintenance and landscaping man. Just look at these useful advantages:**

**ROLL DUMP HOPPER LOCKS:** any one of 3 positions, on either side . . . convenient to load and unload.

**BIG CAPACITY IN 3 TYPES:** roll dump hopper  $\frac{3}{4}$  cu. yd. or 4,000 lbs., and 1 cu. yd. or 5,000 lbs.; flat bed 5,000 lbs.; chassis for your special body 5,000 lbs.

**EASY ON FINE TURF:** rolls on 4.80 x 8 wide-tread pneumatic tires (on single or dual wheels) . . . safely road-cruises, fully loaded . . . exclusive fifth wheel up front keeps load stable.

**WRITE for complete DOO-ALL specifications  
and many other advantages**



**THE CHAMPION COMPANY**  
SPRINGFIELD, OHIO 45501



# McLAUGHLIN

## Range, Miniature, Pro Shop Golf Balls

Made of finest materials, carefully supervised. Covers contain the new DUPONT NEOPRENE HC for maximum durability. Finest URETHANE enamel used.

★★★★★

### WANT TO SAVE ON RANGE BALLS?

Have your culls rebuilt the McLAUGHLIN way. Exclusive process gives them same durability as new range balls. Covers and paint the same as our new range balls.

★★★★★

Range and miniature supplies and equipment. Send for catalog. Used balls bought, sold and exchanged.

★★★★★

**YOU CAN PAY MORE —  
BUT YOU CAN'T BUY BETTER!**

**HUGH J. McLAUGHLIN & SON, Inc.**

614 N. Indiana Avenue, Crown Point, Indiana

## More Firms Encourage Their Executives to Learn to Play Golf

At least one of the rungs of the corporate ladder of success is fashioned from a golf shaft, says Helen MacDonald, one of the nation's first women golf professionals and owner of the MacDonald Golf Studio on Chicago's near north side.

Helen, who has been teaching golf for 32 years, has detected what she feels to be a discernible trend in golf. "More companies than ever before have come to realize that a good golf game is a valuable asset for their executives," she says. "These firms are emphasizing the importance of having their junior managers and salesmen learn the game's fundamentals properly."

Most young men who have taken the hint and shown up at the MacDonald studio are not would-be Arnold Palmers or even aspiring amateur champions. They merely want to advance their games to a point where they can stay in touch with their golfing companions, and not be sidetracked by whiffs and shanks. "A conversation is much more pleasant when held in the middle of the fairway instead of the adjacent woods," Helen observes.

### May Pay for Lessons

"Of course, businesses never demand that their young men take up the game but they definitely encourage them to do so," Helen notes. "Sometimes the companies even pay for the first series of lessons. However, as eager as they may be, I never take them on as students unless I feel I can definitely help them. I can tell within the first few minutes whether or not they have any potential. If they have, they may find their position within the company is enhanced, or their chances of getting a new and better job is increased considerably."

A pioneer in indoor golf instruction (she turned professional in 1924), Helen has been at her present location for the past six years. Her second-floor studio is a testimonial to her interior decorating talents as well as her instructional ability. Covering well over 2,000 square feet, the bright and neat studio contains five practice nets, two washrooms, a women's lounge, Helen's office and a large foyer



# Just like a favorite putter!

## *Why change it!*

It gives you service, it is dependable, it feels right and makes your game more enjoyable.

We didn't change Pargo this year either, Why? because it's a quality proven "bug" free car. We **know** it will give you service, comfortable riding and easy handling . . . it does a fine job . . . making the game of golf more enjoyable for your club members.

Ask for a free demonstration or write for a catalog about today's most popular golf car.



- 3 PLY LAMINATED FIBERGLASS BODY—NO PAINTING
- WELDED STEEL FRAME—FOR STRENGTH
- BODY HINGED FORWARD—EASY ACCESS TO MOTOR AND BATTERIES
- DEEP SET DASH—FOR BEVERAGES, SCORE CARDS, ETC.
- VERTICAL BAG RACKS—FOR SAFE SIMPLE BAG SECURING

**PARGO**

*Columbia Car Corporation*

PHONE 704-333-8841 220 DALTON AVE. • P. O. BOX 336  
CHARLOTTE, 1, NORTH CAROLINA

# FUTURUS CARPET TILE

**HANDSOME, DURABLE FLOORCOVERING  
ECONOMICAL TO INSTALL—MAINTAIN**

- Absolutely safe and skidproof, wet or dry.
- Will wipe dirt, grime or moisture from shoes.
- Women's spiked heels do not penetrate its surface.
- Highly resistant to spiked soled golf shoes.
- Not affected by exposure to fresh or salt water.
- Can be easily installed by anyone.
- Use outdoors or indoors—completely weatherproof.
- Has excellent sound proofing qualities.
- Neutral color tones blend with any background.
- Guaranteed for THREE years against ALL traffic.

FUTURUS CARPET TILE is made from selected truck and bus tires with nylon cord buffed to chenille-like finish by patented process. Strips of  $\frac{3}{8}$ " thickness are bound to glasscloth, which is impervious to moisture, and cut into 12" by 12" tiles.

For additional information, prices, write:

**FUTURUS, INC.**

1076 West Ninth Street  
UPLAND, CALIFORNIA

with attractive merchandise displays.

Here Helen and her assistant, Bob Rakow, pass on the tips she has gathered in more than three decades of teaching. Because of her near-downtown location she finds she has a year-round enterprise. Many nearby executives, even in the best summer weather, would rather take a quick trip to her place for practice than head for outlying suburban clubs.

## Ten Sessions A Day

"I could be booked for lessons at half hour intervals all day long for the whole year," Helen comments, "but I prefer to hold down my teaching to about 10 lessons a day and use the remaining time to keep my books in shape and chat with the people who have dropped in to practice."

By cutting down on her working schedule, Helen finds that she is faced with a waiting list of people eager to learn her techniques. "I only take those who are definitely interested and whom I feel I can help," she says. "I require all prospective pupils to sign up for a series of 10 half-hour lessons and pay in advance. This way I weed out those who aren't really interested in improving their games."

Helen foresees a large increase in indoor lesson business because of the soaring numbers of golfers and present limited instruction facilities. "If downtown establishments are run correctly they do a good business," she says. "But the pros who run them must have the patience to build their reputations and clientele."

## Final Test on Course

The final test of instruction is the pupil's performance on the course. But Helen debunks the theory that indoor lessons have little value. "Once on a course, you have to learn to estimate distance, but you would have to do that anyway," she says. "When learning indoors, a pupil has an easier time in concentrating on his objectives. A few years ago I had targets on my training nets but when I noticed that the students were too intent on seeing where their shots struck the target to pay attention to what I was saying, I had the targets removed. I also have placed curtains around the nets and allow no spectators. Now there are no outside distractions to handicap the student. He can build up confidence in his ability to manipulate all the clubs to a point where each becomes a part of him."